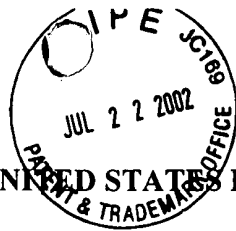


MET1.0025



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ORIGINALLY FILED

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bentolila, et al.

For: SYSTEM, METHOD, AND SOFTWARE  
APPLICATION FOR TARGETED  
ADVERTISING VIA BEHAVIORAL  
MODEL CLUSTERING, AND  
PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTER

Application No.: 10/043,714

Filed: January 9, 2002

July 15, 2002

Los Angeles, California 90067

TRANSMITTAL LETTER

Assistant Commissioner for Patents  
Washington, D.C. 20231

ATTENTION: Initial Patent Examination Division

Dear Sir:

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OFFICE OF PETITIONS

In response to the Notice to File Missing Parts mailed February 15, 2002, enclosed is an original, partially executed Declaration and Power of Attorney, a Petition for Filing of Behalf of Non-Signing Inventor Under 37 CFR 1.47(a) with a Petition fee of \$130.00, and a Request for a 3 Month Extension of Time with a check in the amount of \$460.00 to be filed in the above-referenced case. Also attached is our check in the amount of \$65.00 to cover the necessary late filing fee of the Declaration. Please charge any additional fees or deposit any overpayment to our Deposit Account No. 19-1995. A copy of this letter is enclosed for that purpose.

Very truly yours,

SHERMAN & SHERMAN

Kenneth L. Sherman

Reg. No. 33,783

2029 Century Park East, 17th Floor

Los Angeles, CA 90067

Telephone: (310) 789-3200

CERTIFICATE OF MAILING - I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the:  
Assistant Commissioner for Patents, Washington, D.C. 20231 on July 15, 2002.

Evelyn Menjivar  
(Type or print name of person mailing paper)  
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(Signature of person mailing paper)

## SHERMAN &amp; SHERMAN

ATTORNEYS AT LAW

DOCKET NO. MET1.0025

## PATENT APPLICATION

Full name of sole or third inventor: Labach, K. [initials]

Inventor's signature: [Signature]

Residence: 1360 Hyde Street #15, San Francisco, California 94109

Date: 3/15/02

Citizenship: Indian

Post Office Address: Same as above

Full name of sole or fourth inventor: Richard R. Thompson

Inventor's signature: [Signature]

Residence: 349 Lower Viewers Circle, Fremont, California 94539

Date: 3/15/02

Citizenship: British

Post Office Address: Same as above

## CERTIFICATE OF MAILING

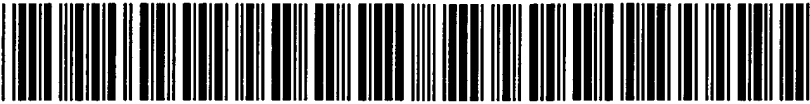
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Assistant Commissioner for Patents, Washington, D.C. 20231 on 3/15/02Evelyn Menjivan  
(Type or print name of person mailing paper)[Signature]  
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